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U.S. Bureau of Foreign
and Domestic Commerce

Profitable export aid for
the hide and leather

Washington

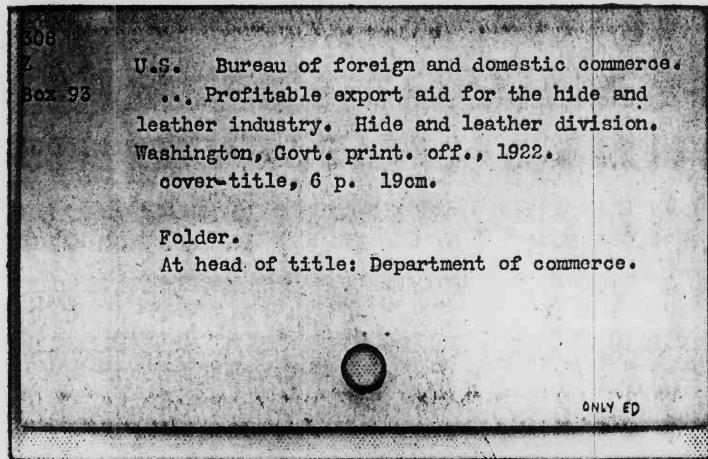
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DEPARTMENT OF COMMERCE
BUREAU OF FOREIGN AND
DOMESTIC COMMERCE

PROFITABLE
EXPORT AID

FOR THE
HIDE AND LEATHER
INDUSTRY



HIDE AND LEATHER DIVISION

WASHINGTON
GOVERNMENT PRINTING OFFICE
1922

DISTRICT OFFICES

NEW YORK: 734 United States Customhouse
NEW ENGLAND: 1801 Customhouse, Boston
CHICAGO: 1424 First National Bank Building
ST. LOUIS: 1209-1210 Liberty Central Trust Co. Building
NEW ORLEANS: 214 Customhouse
SAN FRANCISCO: 306 Customhouse
SEATTLE: 515 Lowman Building
MANILA, P. I.

COOPERATIVE OFFICES

AKRON, OHIO: Chamber of Commerce
ATLANTA, GA.: Chamber of Commerce
BALTIMORE, MD.: Export and Import Board of Trade
BRIDGEPORT, CONN.: Manufacturers' Association
CHATTANOOGA, TENN.: Foreign Trade Secretary, Southern
Railway System
CINCINNATI, OHIO: Chamber of Commerce
CLEVELAND, OHIO: Chamber of Commerce
COLUMBUS, OHIO: Chamber of Commerce
DALLAS, TEX.: Chamber of Commerce
DAYTON, OHIO: Dayton Chamber of Commerce
EL PASO, TEX.: Chamber of Commerce
INDIANAPOLIS, IND.: Chamber of Commerce
LOS ANGELES, CALIF.: Chamber of Commerce
MILWAUKEE, WIS.: Association of Commerce
NEWARK, N. J.: Chamber of Commerce
NORFOLK, VA.: Hampton Roads Maritime Exchange
OMAHA, NEBR.: Chamber of Commerce
PENSACOLA, FLA.: Chamber of Commerce
PHILADELPHIA, PA.: Chamber of Commerce
PITTSBURGH, PA.: Chamber of Commerce
PORTLAND, OREG.: Chamber of Commerce
RICHMOND, VA.: Chamber of Commerce
ROCHESTER, N. Y.: Chamber of Commerce
SYRACUSE, N. Y.: Chamber of Commerce

(II)

HOW THE HIDE AND LEATHER DIVISION CAN AID EXPORTERS.

According to the figures of the 1919 census, which are subject to revision, there were 683 tanneries in the United States, employing 72,480 workmen, which produced leather that year to the total value of \$928,584,000. Of this production, \$218,783,300 worth, or 23 per cent, was sold abroad.

In pre-war days, in spite of the comparative limitations of the tanning industry, the value of the leather shipped abroad was fully 50 per cent more than the entire total of all manufactured leather goods, including boots and shoes. At present the leather industry of the United States is experiencing one of the most serious slumps in its history; but if the proper steps are taken to retain the hold on foreign trade, there will be every opportunity in the coming years to expand the profitable volume of leather exports to a very marked degree. Apathy on the part of our industry as regards foreign trade is the surest way of ultimately turning over a great proportion of our foreign business to our competitors abroad, who are passing through an almost identical period of low production and disappearing profits.

Importance of Hide and Skin Imports.

If the tanning industry of this country is to maintain its place in the domestic market, as well as the foreign field, increasing attention must be given to the importation of hides and skins. There is little doubt that if the industry is to continue a healthy growth it must import an increasing quantity of the raw material. As yet, aside from South America, we have very little influence or control in the principal hide and skin producing centers of the world. The

great problem of the future for the industry is how to secure a fair share of the supply in competition with foreign buyers.

The Scope of the Hide and Leather Division.

Never was the time and opportunity more favorable than the present to put in the spade work and lay the foundations for future foreign trade expansion. With this in mind, the Hide and Leather Division of the Bureau of Foreign and Domestic Commerce was organized to assist the tanners, the leather merchants, and the hide and skin merchants, collectively and individually, in such studies and interpretations of foreign markets as may be translated into dollars and cents profits. This Division, while starting in a modest way, will increase its personnel as expanding service justifies such growth. The men selected for positions on its staff are qualified by practical experience, both at home and abroad, to handle the problems arising in a thoroughly intelligent manner. The Hide and Leather Division confines its activities entirely to raw hides and skins, tanning material, and tanned and curried leathers. The Shoe and Leather Manufactures Division handles all the finished manufactured leather goods.

Cooperation with Tanners.

Through the whole-hearted support of the Tanners' Council, whose members produce approximately 85 per cent of the tanned leather in the United States, the Hide and Leather Division is in a fair way to become a source of practical assistance to the tanning industry. The Foreign Trade Committee of the Tanners' Council, after collecting suggestions from individual members of the council, will act with the Chief of this Division as an advisory committee on all broad questions of foreign trade promotion. Individual members of the committee, representing important production divisions of the tanning industry, will also advise with the Chief of this

Division regarding more specific trade promotion relating to various classes of leather.

Of equal importance to the work with trade associations is the contact with individual firms. The Chief of the Division will endeavor to become acquainted with the individual firms in the industry in the various important leather centers, and it is desired that every concern whose business comes within the scope of the Division shall feel that its requests for assistance are welcome. The closer the contact established between individual firms and the Hide and Leather Division the more productive will be the Division's attempt to foster our exports of leather.

Aids to the Exporter.

The Hide and Leather Division acts as a clearing house for the dissemination of all reports relating to the industry which are received from a thousand Government representatives posted in 121 different countries. These reports and trade opportunities are distributed through the medium of *COMMERCE REPORTS*, the press, trade papers, and confidential trade information bulletins to the individual members of the industry. The Division will instruct Government representatives stationed abroad in the intelligent preparation of special reports in response to the inquiries from members of the industry and trade associations. Thereby the industry will be assured of accurate information from official sources. This will place at the disposal of the industry information that could not be obtained in many cases by private effort without prohibitive expense and oftentimes not at all, except through official governmental channels.

Technical Aids.

But this is only the beginning of the service which the Hide and Leather Division can render you. Through close cooperation with the Tariff Division of the Bureau of Foreign and Domestic Commerce, this Division can advise you fully regarding the status of leather in the import

schedules of any foreign country. It can keep you posted on the laws and regulations regarding the adequate protection of your trade-mark in any foreign country or market. Here is a reliable source of information regarding all the details which insure you against losses from mistakes in building up your foreign trade.

Through our cooperation with the Division of Commercial Laws, you have a most competent source for advice on incorporation, sales laws, contracts, collection of debts, and many other legal aspects of foreign trade which have proved a great source of annoyance and loss in the past. Advice on the best methods of packing for shipment, export technique, and export paper work will also form a fundamental branch of service. A well-organized and practical Division of Transportation can advise you on routes and rates, both inland and ocean, and is constantly assisting the American exporter in overcoming discrimination on the part of foreign transportation and in the utilization of the cheapest and most efficient trade routes.

The Hide and Leather Division will publish monthly comparative trade statistics, showing the import and export of raw hides and skins and leather, indicating the basic trends of trade and those foreign countries which are offering the best markets for various classes of leather. Such special statistics as are available, whether for the United States or any foreign country, or which may be obtained without too great expense of time and money, will be sent to individual firms in response to specific inquiries.

Collection of Valuable Data.

The Hide and Leather Division contemplates fields of research which will be of general interest and value to the industry at large. Among those of foremost importance will be a study of the leather industry in the principal competing countries, including a survey of their domestic markets, prices, sources of their supplies of raw hides and skins, principal export markets,

methods of merchandising, credits extended, prices, and kinds of leather finding most ready sale. Although a large number of surveys of foreign leather markets have been published by the Bureau of Foreign and Domestic Commerce during the past few years, many of these should be revised, and work will be attempted, commensurate with the staff of the Division and the requirements of the industry, to bring up to date and publish new export handbooks in loose-leaf form, so that they may be revised from time to time.

By cooperation with the Division of Commercial Intelligence, existing lists of importers of leather in all the principal markets of the world will be revised and improved. This will be one of the most fruitful lines of effort for the Division. There is already available to those members of the trade who are registered on the Exporters' Index of the Bureau very creditable lists of buyers of leather throughout the world. Whenever it is possible for an inquirer whose name or whose firm is registered on this index to visit Washington, the Bureau is able to furnish a great deal of valuable information regarding these foreign importers and dealers. The inquirer will thus be able, by personal reference to the World's Trade Directory, to concentrate his attention on those agents best qualified to handle his special product.

Service at the District Offices.

You will find it distinctly to your advantage to establish a close relationship with the nearest district or cooperative office of the Bureau. These offices have a vast fund of information on file ready for you to tap immediately. In this way you will oftentimes save the delay of writing to Washington. If the nearest district office can not give you the information required, ask for a reference of your inquiry immediately to the Hide and Leather Division. A complete list and the location of all district and cooperative offices is given on the second page of this pamphlet.

While there are still broader fields for profitable effort on the part of the Hide and Leather Division, those enumerated are sufficient to indicate a few of the many services which this Division can render in assisting you to find a foreign market for your leather. The existence of the Hide and Leather Division can not possibly be justified unless the industry makes full use of its services. The Division is absolutely dependent on the whole-hearted support, cooperation, and criticism of the industry, collectively and individually, and it will accomplish practical results only in proportion as the industry puts into it constructive thought and effort. This Division has been organized to help you to develop foreign trade. Your inquiries will receive personal and prompt attention. Let the Hide and Leather Division demonstrate to you that it can give you service productive of increased profits.



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